

July 2024

Derick F. Davis

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Academic Positions

2024 – present: Associate Professor, McIntire School of Commerce, University of Virginia
2016 – 2024: Assistant Professor, McIntire School of Commerce, University of Virginia
2013 – 2016: Assistant Professor, School of Business Administration, University of Miami

Education

PhD 2013 Virginia Tech (Business, Marketing)
MBA 2006 Boise State University
BS 2004 Kettering University (Formerly General Motors Institute) (Industrial Engineering)

Refereed Publications:

- Davis, Derick F. (2023), "Distributions Distract: How Distributions on Attribute Filters and Other Tools Affect Consumer Judgments," *Journal of Consumer Research*, 49 (April), 1074-94.
- Davis, Derick F. and Rajesh Bagchi (2018), "How Evaluations of Multiple Percentage Price Changes are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise," *Journal of Marketing Research*, 55(5), 655-666.
- McGraw, A. Peter, Derick F. Davis, Sydney Scott, and Phillip E. Tetlock (2016), "The Price of not Putting a Price on Love," *Judgment and Decision Making*, 11 (January), 40-47.
- Davis, Derick F., Rajesh Bagchi, and Lauren G. Block (2015), "Alliteration Alters: Phonetic Overlap in Promotional Messages Influences Evaluations and Choice," *Journal of Retailing*, 92 (March), 1-12.
- Davis, Derick F. and Paul M. Herr (2014), "From Bye to Buy: Homophones as a Phonological Route to Priming," *Journal of Consumer Research*, 40 (April), 1063-1077.
- Bagchi, Rajesh, and Derick F. Davis (2012), "\$29 for 70 Items or 70 Items for \$29: How Presentation Order Affects Package Perceptions," *Journal of Consumer Research*, 39 (June), 62-73.
- Herr, Paul M., Christine M. Page, Bruce E. Pfeiffer, and Derick F. Davis (2012), "Affective Influences on Evaluative Processing," *Journal of Consumer Research*, 38 (February), 833-45.
- Ray, Nina M., Gary McCain, Derick F. Davis, and Tracy Melin (2006), "Lewis, Clark, and the Corps of Discovery: Re-enactment Event Tourism as Authentic Heritage Travel," *Leisure Studies*, 25(4), 437-54.

Invited Articles:

Bagchi, Rajesh, and Derick F. Davis (2016), "The Role of Numerosity in Judgments and Decision-Making," *Current Opinion in Psychology*, 10 (August), 89-93.

Manuscripts In Preparation:

Jha, Subhash, Derick F. Davis, and Rajesh Bagchi, "Temporal Cues in Sales Promotions (working title)" Under review second round at *JCR*.

Derick F. Davis and Amar Cheema, "Effect of Low Stock Tags on Online Purchases (working title)," preparing to submit to *JCR*.

Jha, Subhash, Derick F. Davis, and Rajesh Bagchi, "The Unintended Negative Consequences of Shopping Lists: How Temporal Distance Increases Purchase Quantity," preparing to submit to *JMR*.

Invited Academic Presentations

MSI Young Scholars Conference (Park City), January 2019
 IDEAS (Atlanta), June 2018
 Pricing Research Camp University of Illinois (Chicago), May 2017
 MARC Symposium University of Pittsburg, June 2017
 University of Virginia (McIntire), 2015
 Indiana University, 2015
 The Ohio State University, 2015
 University of Cincinnati, 2015
 University of Miami, 2012
 University of Michigan, 2012
 University of Kansas, 2012
 University of Georgia, 2012

Honors and Awards

JCR Outstanding Reviewer 2021
 MSI Young Scholar, Marketing Science Institute, 2019
 AMA Retail and Pricing SIG Emerging Scholar Award, 2016
 Provost's Award (Miami), 2014
 Pamplin Outstanding Doctoral Student, 2013
 AMA-Sheth Consortium Fellow, 2011
 College Doctoral Research Excellence Award (Virginia Tech), 2011

Teaching Experience

McIntire School of Commerce, University of Virginia, 2016 – present
 Integrated Core Experience (ICE) Principles of Marketing (COMM3020): Fall 2016 – present
 Marketing Research Techniques (COMM3330): Spring 2017 – present

 University of Miami Business School, 2013 – 2016
 BSBA: Introduction to Marketing (MKT201): Fall 2013-2015
 MBA: Intro to Strategy, Markets, and Management (BUS632): Fall 2014-2015

Pamplin School of Business, Virginia Tech, 2011 – 2013
Marketing Research (MKTG 4145): Summer 2011, Fall 2011, Spring 2013

Leeds School of Business, University of Colorado at Boulder, 2008
Buyer Behavior (MKTG3250): Fall 2008

Selected Media Citations

The Atlantic, Business Insider, Shoppernautics Podcast, Wall Street Journal

Industry Work Experience

Advantage Sales and Marketing, 2006-2007, Category Manager (Boise, Idaho)

Professional Service

Editorial Review Boards

Journal of Consumer Research, January 2021 – present
Journal of Consumer Psychology, August 2022 – present
Journal of Retailing, 2017 - present

Ad Hoc Reviewing

Journal of the Association of Consumer Research
Journal of Marketing Research
Journal of Marketing
Journal of Experimental Psychology: Applied
International Journal of Research in Marketing
European Journal of Marketing

Academic Conference Organization and Committees

Program Committee Member Numerical Markers SCP Boutique Conference 2021
Working Paper Series Co-Chair ACR 2019 Atlanta
ACR Communications Committee Member 2019 – 2020
Invited Faculty for the ACR Doctoral Symposium Roundtable, ACR 2021 Seattle (virtual)

Service at the University of Virginia

McIntire School of Commerce: Co-Director, Center for Business Analytics (2024 – present); Integrated Core Experience Team Leader (2024 – present); Undergraduate Program Redesign Committee (2021); Undergraduate Admissions Committee (2020 – present); Careers in Marketing Forum Moderator (2017 – 2019, 2021, 2022)

Dissertation Committee External Member (Clinical Psychology): Alexandra Werntz (University of Virginia) 2019

Service at the University of Miami

Marketing Research Camp Chair (2015); Academic Integrity Task Force (2015)